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Directorate Change

## **DIRECTORATE CHANGE**

### **DFI RETAIL GROUP HOLDINGS LIMITED**

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### **DFI RETAIL GROUP HOLDINGS LIMITED**

#### **DIRECTORATE**

DFI Retail Group Holdings Limited ('DFI' or the 'Group') is pleased to announce the appointment of Elaine Chang to its Board as an Independent Non-Executive Director, effective 17 February 2025.

Elaine Chang is an accomplished global leader with 30 years of experience across the United States and Greater China, spanning industries such as semiconductors, hardware devices, digital content, e-commerce, cloud computing, and artificial intelligence. She recently served as Corporate Vice President, Generative AI and Machine Learning Go-to-Market, at Amazon Web Services (AWS).

During her tenure at AWS Greater China from 2019 to 2023, Elaine led the business through a period of significant growth, tripling revenue and establishing AWS as a key enabler of digital transformation for local and international companies. Prior to that, she held senior leadership roles at Amazon, including President of Amazon China and Country Manager of Kindle China, where she spearheaded transformative initiatives that enhanced Amazon's cross-border e-commerce offerings and digital publishing ecosystem.

The Group also announces that Ben Keswick will be stepping down from the Board, effective 17 February 2025, to focus on other priorities within the Jardine business. As a Director and previously as Chairman of the Board, Ben has been a valued leader and has played an integral role in guiding DFI's strategy and growth for many years.

Commenting on these changes, John Witt, Chairman of DFI Retail Group, said, "We are delighted to welcome Elaine Chang to the DFI Board. Elaine's extensive expertise in technology-driven growth and her leadership across diverse markets will bring valuable insights to our governance. Her appointment reflects our commitment to ensuring the Board is well-equipped to navigate the complexities of today's retail environment and drive sustainable growth for our shareholders. We would also like to express our gratitude to Ben Keswick for his significant contributions to DFI. His leadership has been instrumental in shaping the Group's direction."

Scott Price, Group CEO of DFI Retail Group, added, "Elaine's global experience and proven ability to leverage innovation to create meaningful business impact will play a key role in supporting DFI's strategic priorities. Her perspective will strengthen our ability to deliver exceptional value to our customers while continuing to evolve in a competitive and rapidly changing retail landscape."

Elaine Chang said, "I am honoured to join the Board of DFI Retail Group. The Group's commitment to innovation and its strong leadership in the retail sector resonate deeply with me, and I look forward to contributing to its continued success."

Sean Ward, Jardine Matheson Limited  
For and on behalf of DFI Retail Group Holdings Limited

6 February 2025

[www.DFIretailgroup.com](http://www.DFIretailgroup.com)

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